FRIDGEMAGNETS.COM.AU & PRINT

WHY

PROMOTIONAL MAGNETS

Perform Better Than Flyers
for **Australian Businesses**

Best Promotional Magnets in Australia

Australian businesses invest thousands of dollars every year in marketing materials, but not every promotional tool delivers lasting value. While flyers have long been a popular option for advertising sales, events, and business services, they often have one major drawback—they're quickly discarded. In contrast, promotional magnets continue to promote your business long after they're handed out, making them one of the most effective forms of offline marketing.

Whether you're a plumber, electrician, real estate agent, medical clinic, restaurant, automotive business, or local service provider, **promotional fridge magnets** keep your brand visible every day. Instead of ending up in the recycling bin, they stay on customers' refrigerators, filing cabinets, or other magnetic surfaces where they're seen repeatedly.

What Are Promotional Magnets?

Promotional magnets are custom-designed magnetic marketing products printed with your business branding, logo, contact details, website, QR code, and promotional message. Unlike paper flyers, they're designed to be useful, encouraging customers to keep them for months or even years.

Businesses commonly use promotional magnets for:

- Business contact information
- Emergency service numbers
- Appointment reminders
- Special offers
- Discount vouchers

Why Flyers Often Fail

Flyers remain inexpensive to print, but their lifespan is incredibly short.

Many flyers are:

- Thrown away within minutes
- Lost among junk mail
- Forgotten after one quick glance
- Easily damaged
- Hidden inside drawers or bins

Why Promotional Magnets Perform Better Than Flyers

The biggest advantage of promotional magnets is visibility.

A fridge magnet remains on display every day.

Every time someone opens their refrigerator, your business is seen again.

That repeated exposure builds familiarity and trust.

Marketing experts consistently recognise repeated brand exposure as one of the strongest drivers of customer recall.

Instead of advertising for a single day like a flyer, a promotional magnet may advertise for several years.

Tips for Designing Effective Promotional Magnets

To maximise results, keep your design simple and easy to read.

Include

- Business logo
- Business name
- Phone number
- Website
- Email address
- QR code
- Clear call-to-action
- Brand colours
- Simple layout

Why Australian Businesses Choose Promotional Magnets

Australian consumers appreciate useful promotional products.

Unlike disposable advertising, magnets become part of everyday life.

Businesses also benefit from:

- Better customer retention
- Increased repeat business
- Improved local brand awareness
- Cost-effective advertising

Contact us

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